GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:80
ANSWERED ON:24.07.2006
NEW ADVERTISING POLICY
Pallani Shamy Shri K.C .

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has announced New Advertising Policy;

(b) if so, the salient features thereof;

(c) whether there is also a proposal to give adequate shops to small, medium and regional language newspapers;

(d) if so, the details thereof; and

(e) if not, the reason therefor?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a) Yes, Sir.

(b) (c) & (d) A detailed note is given at annexure.

(e) does not arise.

ANNEXURE AS REFERRED TO IN REPLY TO PARTS (b) TO (d) OF LOK SABHA UNSATRRED QUESTION NO. 80 FOR ANSWER ON 24.7.2006.

Salient features of the new Advertisement Policy and details of sops given to small, medium and language newspapers in the new policy

(i) Circulation check for small newspapers/journals claiming circulation upto 6,000 has been waived off w.e.f. 1st June 2006. More advertisements will now be released to newspapers with special emphasis on North-East, J&K and other remote areas. For the first time specific measures have been prescribed in the new Policy to achieve balance between various categories of newspapers taking into account circulation, language, coverage, area etc. The share of small and medium newspapers in display advertisements will be not less than 40% of the total amount spent from the current level of about 25%. Similarly, language newspapers are to be given sufficient coverage. Around 30% of the total amount spent will be on regional language newspapers.

(ii) A newspaper/journal should have a minimum paid circulation of not less than 2000 copies for being considered eligible for empanelment. However, the advertisement policy has special relief for newspapers/journals in Sanskrit, newspapers/journals published in backward border or remote areas or in tribal languages or those published in J&K, Andaman and Nicobar Islands and North-Eastern States. They need to have substantiated minimum paid circulation of only 500 copies per publishing day.

(iii) RNI's role in circulation check has been replaced by statutory auditor and Chartered Accountants. Publishers will now be able to furnish authenticated figures of circulation of Cost Accountant/Statutory Auditor/Chartered Accountant in prescribed proforma when they claim circulation upto 75,000/-. For circulation of over 75,000 ABC Certificate would be required.

(iv) The new Advertisement Policy gives the newspapers 60 days from the date of publication of the advertisement to submit their advertisement bills. DAVP is to pay the advertisement bills within 60 days of the receipt of the bills. In order to cut delay in making payments to newspapers because of late receipt of funds by DAVP from clients, it has been provided in the new Policy that funds are to be released provisionally by client Ministries/Departments within 30 days of the issue of advertisements pending final settlement of bills.

(v) Fresh applications for empanelment can now be made twice a year first by the end of February and second by the end of August every year. The applications made before February end will be considered in the month of May of the same year and their contract will start w.e.f. 1st July of the same year and applications made before August end will be considered in November and their contract will start w.e.f. 1st January of the next year.

(vi) The rate contracts will now be issued for a period of three years instead of one year. However, circulation shall be verified and

changed, if required, every year based on the evidence as prescribed in the criteria for empanelment during the period of validity of the contract.

(vii) The new advertisement policy clearly states that all central Government advertisements will be routed through DAVP. All attached offices, autonomous organizations and PSUs under the Ministries/Departments will also route their advertisements through DAVP. All Ministries/Departments will have to pay for all types of advertisements including tender, recruitment and display. It has also been decided in the new advertisement policy that, DAVP will not charge 13% departmental charges from the client Ministries/Departments.